Idea to app brief

appsolo

1 Working name

What will you call it? It can change later.

2 Purpose line

One sentence: what is this app for? Every decision gets checked against it.

3 The moment

When will you open it? Where are you, and what just happened?

4 Must do

The 3 to 5 things it has to do. If it did only these, you'd be happy.

5 Don't want

Just as important. What would annoy you or make you stop using it?

6 What it remembers

The things it saves for you. Keep it to what you actually need.

7 Look and feel

Three words, plus an app whose look you like.

8 Done looks like

How will you know it works?

Example: my habit tracker, “Strata”

Working name	Strata
Purpose line	An honest record of the work I put in, that rewards consistency and ambition without punishing me for an off day.
The moment	Every evening on the sofa, to tick off what I did today.
Must do	Log a habit in one tap. Show my pace against monthly targets. A daily list. A monthly recap.
Don’t want	No streaks. No guilt when I miss a day. No rainbow colours. No glow effects.
What it remembers	My habits, a tick for each day, my monthly targets.
Look and feel	Dark, calm, minimal.
Done looks like	I use it every day for two weeks without wanting to change anything.